

ORDER

**KSDK**

Orders
Order / Rev: 703973
Alt Order #: 06259936
Product Desc: LACY CLAY CONGRESS
Estimate: 1171
Flight Dates: 08/02/12 - 08/07/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

Primary AE: Maria Bellwood
Sales Office: T-DAL
Sales Region: NAT

Agency Name: Davis Group
Buying Contact:
Billing Contact:
 4201 Bee Caves Road., Suite C-101
 Austin, TX 78704

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Clay, L/ D/ Congress
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/07/12 | 14 | \$11,775.00 | \$10,008.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 14 | \$11,775.00 | \$10,008.75 | 0.00 |
| Totals | 14 | \$11,775.00 | \$10,008.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Maria Bellwood | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| KSDK | 35% | \$11,775.00 |
| Market | 100% | \$33,642.86 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 25% | \$8,410.71 |
| KETC | 0% | \$0.00 |
| KMOV | 35% | \$11,775.00 |
| KNLC | 0% | \$0.00 |
| KPLR | 0% | \$0.00 |
| KTVI | 5% | \$1,682.14 |
| UNKWN | 0% | \$0.00 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------|------|-------------------|-----------------|------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | KSDK | 08/02/12 | 08/02/12 | M-F 6-7A 6-7a | CM | 6-7A | ---T--- | :30 | 1 | \$600.00 | P-5 | 0.00 | NM | 1 | \$600.00 |
| 6A NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---T--- | | | 1 | | | \$600.00 | | 0.00 | | | |
| 2 | KSDK | 08/06/12 | 08/07/12 | M-F 6-7A 6-7a | CM | 6-7A | MT----- | :30 | 2 | \$600.00 | P-5 | 0.00 | NM | 2 | \$1,200.00 |

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Advertiser: Clay, L/ D/ Congress
 Product Desc: LACY CLAY CONGRESS
 Estimate: 1171

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|--|-------|------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| ONLY RUN 1X PER DAY ONLY RUN 1X PER DAY 6A NEWS ONLY RUN 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MT----- | | | | | 2 | \$600.00 | | 0.00 | | | |
| 4 | KSDK | 08/06/12 | 08/07/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | MT----- | :30 | 2 | \$600.00 | P-5 | 0.00 | NM | 2 | \$1,200.00 |
| ONLY RUN 1X PER DAY ONLY RUN 1X PER DAY TODAY SHOW ONLY RUN 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MT----- | | | | | 2 | \$600.00 | | 0.00 | | | |
| 5 | KSDK | 08/06/12 | 08/06/12 | Olympics Weekday DT Olympics Weekday DT | CM | Olympics Weekday | M----- | :30 | 1 | \$750.00 | P-5 | 0.00 | NM | 1 | \$750.00 |
| OLYMPIC DAYTIME | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | M----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| 6 | KSDK | 08/02/12 | 08/03/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | ---TF-- | :30 | 2 | \$1,275.00 | P-5 | 0.00 | NM | 2 | \$2,550.00 |
| ONLY RUN 1X PER DAY ONLY RUN 1X PER DAY 6P NEWS ONLY RUN 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---TF-- | | | | | 2 | \$1,275.00 | | 0.00 | | | |
| 7 | KSDK | 08/06/12 | 08/06/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | M----- | :30 | 1 | \$1,275.00 | P-5 | 0.00 | NM | 1 | \$1,275.00 |
| 6P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | M----- | | | | | 1 | \$1,275.00 | | 0.00 | | | |
| 8 | KSDK | 08/06/12 | 08/06/12 | Olympic Late News Olympics Late News | CM | Various | M----- | :30 | 1 | \$1,800.00 | P-5 | 0.00 | NM | 1 | \$1,800.00 |
| OLYMPIC LATE NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | M----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| 9 | KSDK | 08/04/12 | 08/04/12 | Sat 6p News Channel 5 at 6P Sat | CM | 6-630P | -----S- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 10 | KSDK | 08/05/12 | 08/05/12 | NC5 at 5P Sun News Channel 5 at 5P Sun | CM | 5-530P | -----S | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | | | | | 1 | \$600.00 | | 0.00 | | | |
| N 11 | KSDK | 08/04/12 | 08/04/12 | Sat 6p News Channel 5 at 6P Sat | CM | 6-630P | -----S- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| N 12 | KSDK | 08/05/12 | 08/05/12 | NC5 at 5P Sun News Channel 5 at 5P Sun | CM | 5-530P | -----S | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | | | | | 1 | \$600.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 14 | \$11,775.00 |